

GUIDELINES FOR HAVING YOUR SPECIAL EVENT IN DOWNTOWN MORGAN HILL

Prepared in cooperation with the Morgan Hill Downtown Association

Quality-run special events help to solidify downtown as the heart of the community and are generally supported by the fixed businesses and residents of downtown provided reasonable steps are taken to minimize unnecessary hardships. Event organizers should be aware that while large festivals and other special events certainly can provide positive public relations for the downtown, they aren't profitable to most businesses. The City of Morgan Hill and the Morgan Hill Downtown Association have come up with the following set of guidelines to assist event planners in working harmoniously with downtown businesses and residents before, during and after the event. The following steps are required as part of the special permit process:

1. Communications

Businesses and residents should be sent an event plan at least 45 days in advance of event with a contact name and number should they have any questions. The MHDA can provide a mailing list. **Initial:** _____

2. Street Closures and Access to Homes and Businesses

Streets closures the day before the event should not occur before 9:00 p.m. Day of event closures (i.e., evening event) shall not be closed earlier than three hours before the published start of the event. Events that have run consecutively for 100 years or longer will be "grandfathered" in and may continue to close, but not exceed, their customary street closing time. **Initial:** _____

3. Post Event Cleanup

A plan should be in place to clean entire event area **before noon the day following the event**. Sidewalks should be left as they were found. Entire downtown area (including side streets) should be canvassed for litter and any and all drink and food spills hosed off sidewalks. Organizers should also sweep the gutters on Monterey Street. The City will schedule street sweeping for Monterey Street on the Monday following the event. **Initial:** _____

4. Booth Placement

Vendor booths should be placed along the medium strip facing the sidewalks rather than in front of businesses. This allows the fixed businesses full visibility and access. **Initial:** _____

4. Sidewalk Dining for Restaurants

Event planners should allow for fixed restaurants to cordon off the sidewalk in front of their restaurants for full service dining. Effort should be made to limit competitive food booths, particularly on the same block, to encourage event attendees to patronize downtown restaurants. **Initial:** _____

5. Retail Participation

Event organizers are encouraged to find creative ways for retailers to participate in the event including sidewalk sales, decorating contests, raffle prizes, etc. Effort should be made to limit vendors who directly compete with fixed businesses, particularly on the same block. **Initial:** _____

6. Process

Once a Special Event Form is completed and submitted to the City of Morgan Hill, a meeting with representatives from the City's Police, Community Services, Public Works and Downtown Association will be scheduled to discuss the logistics and impacts of the proposed event. The Special Event Form submittal is required a minimum of sixty days prior to the event and the event is not approved until all requirements, insurances and authorizing signatures are obtained. **Initial:** _____